

## Tamisha Woods

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**From:** Barry Parker <barry.parker@ring.com>  
**Sent:** Thursday, June 14, 2018 10:21 AM  
**To:** Againes  
**Subject:** Ring + NNO Tips and Contest  
**Attachments:** ring\_logo.png

Hello Angela,

I hope your National Night Out plans are going well! Ring is proud to sponsor National Night Out this year and to work directly with you to make it a successful event. Below you'll find some tips on how to best utilize Ring for your National Night Out and ways to build excitement.

- Invite your guests to participate in our "[Why I Love My Neighborhood](#)" Facebook contest where they'll have a chance to win a Ring Video Doorbell 2 and Ring Solar Security Sign! Entry is open now! NO PURCHASE NECESSARY. U.S. residents only. 18+. See [Official Rules](#).
- Share crime and safety posts from our [Ring + NNO 2018](#) event page on your Facebook page to build awareness of your event and our partnership.
- Download the new neighborhood watch app, [Neighbors by Ring](#), and share it with your neighbors and guests. Both you and the person you refer will receive a \$10 credit good for any product on [Ring.com](#)! Visit the [Ring support page](#) to learn more. Watch this [video](#) for step-by-step instructions on how to share.

I'll be reaching out to touch base with you as we get closer to your event but in the meantime, our team will be keeping track of the contest and monitor shares! If you have any questions please reach out.

Thanks,  
Barry Parker, Neighborhoods Marketing Rep



1523 26th St  
Santa Monica, CA 90404

[barry.parker@ring.com](mailto:barry.parker@ring.com)  
(855) 688-7756 Ext. 46

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)  
Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)  
LA Times: [Ring modernized the doorbell, then went to war against crime](#)  
USA Today: [Police say crime drops with video doorbell](#)

## Tamisha Woods

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**From:** Raymond Pollum <raymond.pollum@ring.com>  
**Sent:** Monday, May 07, 2018 9:46 AM  
**To:** Angela Gaines  
**Subject:** Ring Meeting Follow Up and MOU  
**Attachments:** Ring - Chula Vista MOU.docx

Ms. Gaines, Thank you again for arranging our meeting and for gathering your colleagues to learn about Rings newest tool to reduce crime. It was a pleasure to meet you and we look forward to working with Chula Vista Police Department (CVPD).

As discussed, Ring will soon be launching the Ring Law Enforcement Portal (LE Portal), the access point to the Ring Neighborhoods platform. Key highlights of the LE Portal include:

1. One-click video requests from Ring Neighbors based on date, time and proximity to incident location.
2. Ability to view and comment on all uploaded (vetted) video and comments from Neighbors within your jurisdiction.
3. Ability to push crime and safety alerts / notifications to Ring Neighbors.

The LE Portal is a sophisticated cloud-based system provided free of charge to law enforcement. The formal onboarding process includes technical, administrative and practical instructions on how to best maximize its effectiveness as an investigative and notification tool. To insure proper use of the LE Platform, we require the following stakeholders to be present during the onboarding process:

**Technical Contact:** A master agency credential will be provided to the department. The CVPD technical administrator (Admin) will be responsible for providing and managing log-in credentials to individual users within the department.

**Social Media Contact:** Ring Neighborhoods is a social sharing site. While our motto of "low frequency, highly relevant content" is accurate, the effectiveness of this engagement will only be as powerful as our combined efforts make it. Ring Neighbors post video content based on suspicious and/or criminal activity inviting Neighbor response. CVPD use of the LE Portal to comment on Neighbor posts and to inform your community of crime alerts/activity is an essential element of our program.

**Public Information Contact:** Prior to activating LE Portal for your agency, Ring will notify our Neighbors that we are working with CVPD. We will work with CVPD to create a mutually acceptable message that is concise, accurate and reflective of the goals of the program. CVPD input and approval on that message is required.

**Detective / Investigative Contact:** Those charged with use of portal will be trained on how to engage in the Neighborhood conversation, how to post crime alerts and how to request video when investigation criminal activity.

**Legal Contact:** Discussion on video technology, evidence preservation, chain of custody, etc., as well as appropriate (approved) language for messaging Ring Neighbors of this engagement.

I have attached an MOU for your consideration. Please review and let me know of any questions or suggested changes. Once signed and returned, we can look to schedule an Chula Vista PD onboarding.

Thank you again for you time and consideration. I look forward to seeing you again soon and to working with CVPD to reduce crime in Chula Vista.

Regards, Ray

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Raymond Pollum  
Vice President of Neighborhood Sales



1523 26th St  
Santa Monica, CA 90404

[ray@ring.com](mailto:ray@ring.com)

(855) 688-7756 Office

(949) 690-6979 Mobile

As seen on:

Fortune Magazine- Meet Ring, the connected doorbell company that just scored Richard Branson as an investor

Time Magazine's Top 10 Gadgets

The Truth About Daytime Burglaries

TechCrunch Product Review

ABC's Shark Tank (password: doorbot)

Ring Partners With LAPD To Reduce Crime In Wilshire Park

## Tamisha Woods

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**From:** Raymond Pollum <raymond.pollum@ring.com>  
**Sent:** Wednesday, May 02, 2018 4:27 PM  
**To:** Angela Gaines  
**Subject:** Ring Meeting

Officer Gaines,

I look forward to our meeting tomorrow. I hope you can do me one quick favor and download the Ring app prior to our meeting (and if others are joining, please have them do the same). This is a free IOS or Android download available from Apple App Store or Google Play. If you currently own a Ring device, you already have this.

The app is a big part of the Ring Platform and an important part of our discussion tomorrow on the Law Enforcement Portal.

Thank you. See you at 10:00am tomorrow (Thursday).

Regards, Ray

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Raymond Pollum  
Vice President of Neighborhood Sales



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Santa Monica, CA 90404

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[TechCrunch Product Review](#)

[ABC's Shark Tank \(password: doorbot\)](#)

[Ring Partners With LAPD To Reduce Crime In Wilshire Park](#)

## Tamisha Woods

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**Subject:** Invitation: Meeting with Chula Vista Police Department @ Wed May 2 10am - Thu May 3, 2018 11am (PDT) (againes@chulavistapd.org)  
**Location:** 315 Fourth Ave. Chula Vista, CA 91910  
**Start:** Wed 05/02/2018 10:00 AM  
**End:** Thu 05/03/2018 11:00 AM  
**Show Time As:** Tentative  
**Recurrence:** (none)  
**Meeting Status:** Not yet responded  
**Organizer:** barry.parker@ring.com

[more details »](#)

### Meeting with Chula Vista Police Department

When Wed May 2 10am – Thu May 3, 2018 11am Pacific Time

Where 315 Fourth Ave. Chula Vista, CA 91910 ([map](#))

Joining info [meet.google.com/fup-ogsz-jhs](https://meet.google.com/fup-ogsz-jhs)

Or dial: +1 218-296-8039 PIN: 855908199#

Calendar [againes@chulavistapd.org](mailto:againes@chulavistapd.org)

Who • [barry.parker@ring.com](mailto:barry.parker@ring.com) - organizer

• [againes@chulavistapd.org](mailto:againes@chulavistapd.org)

Meeting with Officer Gaines Police Community Relations Specialist

[Gaines@chulavistapd.org](mailto:Gaines@chulavistapd.org)

Office 619 691-5187

Cell 619 726-1190

Going? [Yes](#) - [Maybe](#) - [No](#) [more options »](#)

Invitation from [Google Calendar](#)

You are receiving this courtesy email at the account [againes@chulavistapd.org](mailto:againes@chulavistapd.org) because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at <https://www.google.com/calendar/> and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to modify your RSVP response. [Learn More](#).



invite.ics

## Tamisha Woods

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**From:** Angela Gaines <AGaines@chulavistapd.org>  
**Sent:** Wednesday, May 02, 2018 2:14 PM  
**To:** 'Barry Parker'  
**Subject:** RE: Ring Neighborhoods Portal for Law Enforcement Meeting

Earlier might be better. We'll be prepping for Coffee with a Cop at that time.

*Angela Gaines  
Police Community Relations Specialist  
Chula Vista Police Department  
315 Fourth Ave. Chula Vista, CA 91910  
619 691-5187 c. 619 726-1190  
[againes@chulavistapd.org](mailto:againes@chulavistapd.org)  
Off every other Monday*

Follow CV Neighborhood Watch on Face Book at:  
<https://www.facebook.com/ChulaVistaNeighborhoodWatch>

Follow the Police Department Facebook page at: <https://www.facebook.com/ChulaVistaPoliceDepartment>

"Your own safety is at stake when your neighbor's house is ablaze." Horace

Have you heard about nextdoor.com? It's the modern online way to connect neighbors or start a Neighborhood Watch!

**From:** Barry Parker [<mailto:barry.parker@ring.com>]  
**Sent:** Wednesday, May 02, 2018 12:50 PM  
**To:** Angela Gaines <AGaines@chulavistapd.org>  
**Subject:** Ring Neighborhoods Portal for Law Enforcement Meeting

Hi Officer Gaines,

I am Barry and I work on the Neighborhoods Team here at Ring ([ring.com](http://ring.com)). My Colleague Ray will be meeting at law enforcement agencies in San Diego, California, May 3rd, to present our "Neighborhoods Portal" for Law Enforcement. The Neighborhoods Portal is a web-based portal that allows your agency to connect with community members, share relevant public safety notices, have conversations and quickly request and receive video valuable for proactive crime measures and investigations. You can view a camera map of all active Ring devices and even request video footage from owners of Ring devices if a crime is committed within your jurisdiction. Videos can also be shared amongst other agencies to support information sharing. There is no cost associated with the portal.

Ray will be available at 3:30 PM on May 3rd. Please let me know if you are available to meet at the Chula Vista Police Department.

I have attached a video of the Neighborhoods Portal for reference.

Thanks,  
Barry

Barry Parker, Neighborhoods Marketing Rep



1523 26th St  
Santa Monica, CA 90404

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neighborhoods.m4v

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**To:** Angela Gaines  
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neighborhoods.m4v



## Tamisha Woods

---

**From:** Rachel Del Toro <RDeltoro@chulavistapd.org>  
**Sent:** Wednesday, October 03, 2018 11:02 AM  
**To:** nno@ring.com  
**Subject:** donation for Shop with a Cop  
**Attachments:** SWAC request for Donation Letter2018.doc

Good morning Ring Team

I received your email from Angela Gaines who works with me in Community Relations at the Chula Vista Police Department. I know your company was an official sponsor for National Night Out and so when I was looking for partners for our fundraising event, I thought of your company.

Shop with a Cop is a San Diego county wide event sponsored by all San Diego police agencies. This is the 25<sup>th</sup> year anniversary for Shop with a Cop. Each year 330 children lucky children are chosen to participate[ate through San Diego PAL. The children are bused over to Sea World and treated to breakfast and a show. After they are driven in a cop car lights and sirens over to Target. Each child is given a \$150 to go shopping for whatever items they would like. We find that the kids really enjoy the special day and being partnered with a law enforcement officer.

Of course we have to do a lot fundraising in order to raise the \$80,000 to make the event a success. We are reaching out to local business to see if you would be interested in donating a raffle basket that can be used for our silent auction. I have attached our official ask letter with our 501 information. Please email me back if you are interested in participating.

Thank you for your consideration in this matter.

Rachel

Sgt Rachel Del Toro  
Community Relations Unit  
315 Fourth Avenue  
Chula Vista, CA 91910  
619-549-8335  
[rdeltoro@chulavistapd.org](mailto:rdeltoro@chulavistapd.org)

## Tamisha Woods

---

**From:** Roxana Kennedy <rkennedy@chulavistapd.org>  
**Sent:** Friday, April 27, 2018 11:36 AM  
**To:** Max Santiago; steve.sebestyen@ring.com  
**Cc:** Daman Christensen  
**Subject:** RE: FBINAA, Inc., California Chapter 2018 Conference - Ritz Carlton, Lake Tahoe - 10-12 Sep 2018

Hi Steve- I would love to talk with you and share how great the experience would be for your company to join us at our upcoming conference. Please feel free to call me on my cell phone if you have any questions. I can be reached at [REDACTED]

Have a great day,

Roxana

Roxana Kennedy  
Chief of Police  
Chula Vista Police Department  
[REDACTED]

[rkennedy@chulavistapd.org](mailto:rkennedy@chulavistapd.org)



---

**From:** Max Santiago [mailto:max.santiago@comcast.net]  
**Sent:** Friday, April 27, 2018 10:50 AM  
**To:** steve.sebestyen@ring.com  
**Cc:** Daman Christensen <FBINAA@citrusheights.net>; Roxana Kennedy <rkennedy@chulavistapd.org>  
**Subject:** FBINAA, Inc., California Chapter 2018 Conference - Ritz Carlton, Lake Tahoe - 10-12 Sep 2018

Steve:

It was a pleasure meeting you this week in Atlanta at the IACP Mid-Year Policy Council – Committee meeting this week. As I mentioned, I am a big fan of your security products and have several of them installed in my home. I wanted to follow up with you about our conference which will be held at the Ritz Carlton Lake Tahoe, 10-12 Sep 2018. It would be great to have you or your colleagues join us. Attached is some information for you. I have also cc'ed Chief Roxana Kennedy, Conference Sponsor Coordinator and Commander Daman Christensen who is our Chapter's 1<sup>st</sup> Vice President and the Conference Chairperson. The California Chapter of the FBI National Academy Associates is the largest Chapter among the 44 domestic and 4 international Chapters. Also, your new Santa Monica Police Department Chief, Cynthia Renaud is a good friend and a fellow FBI National Academy classmate and the 3<sup>rd</sup> Vice President of IACP. I would be pleased to introduce her to you.

Daman & Rox – Steve Sebestyen is the Head of Business Development and Public Safety Evangelist for Ring and is based in Santa Monica, CA. He currently serves on an IACP Committee. [steve.sebestyen@ring.com](mailto:steve.sebestyen@ring.com), 203-604-6963, <https://ring.com/>

Regards,

Max

Max Santiago  
Deputy Commissioner (Ret.), California Highway Patrol  
Secretary - 2018  
President - 2015  
FBINAA, California Chapter  
FBINA 214th Session  
[www.linkedin.com/in/maxsantiago](http://www.linkedin.com/in/maxsantiago)



## Tamisha Woods

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**From:** Max Santiago <max.santiago@comcast.net>  
**Sent:** Friday, April 27, 2018 10:50 AM  
**To:** steve.sebestyen@ring.com  
**Cc:** Daman Christensen; Roxana Kennedy  
**Subject:** FBINAA, Inc., California Chapter 2018 Conference - Ritz Carlton, Lake Tahoe - 10-12 Sep 2018  
**Attachments:** FBIExhibitSponsorship2018Rev.pdf; SponsorshipExhibitApplicationsRev.pdf

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Daman & Rox – Steve Sebestyen is the Head of Business Development and Public Safety Evangelist for Ring and is based in Santa Monica, CA. He currently serves on an IACP Committee. [steve.sebestyen@ring.com](mailto:steve.sebestyen@ring.com), 203-604-6963, <https://ring.com/>

Regards,

Max

Max Santiago  
Deputy Commissioner (Ret.), California Highway Patrol  
Secretary - 2018  
President - 2015  
FBINAA, California Chapter  
FBINA 214th Session  
[www.linkedin.com/in/maxsantiago](http://www.linkedin.com/in/maxsantiago)



## Tamisha Woods

---

**From:** Barry Parker <barry.parker@ring.com>  
**Sent:** Friday, March 16, 2018 8:37 AM  
**To:** Angela Gaines  
**Subject:** Re: Ring Flyer for Law Enforcement

Hi Angela,

I am looking forward to your phone call.

Talk to you soon.

Thanks,  
Barry

Barry Parker, Neighborhoods Marketing Rep

ring

1523 26th St  
Santa Monica, CA 90404

[barry.parker@ring.com](mailto:barry.parker@ring.com)  
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LA Times: [Ring modernized the doorbell, then went to war against crime](#)  
USA Today: [Police say crime drops with video doorbell](#)

On Thu, Mar 15, 2018 at 2:59 PM, Angela Gaines <[AGaines@chulavistapd.org](mailto:AGaines@chulavistapd.org)> wrote:

Hi Barry,

First let me clarify I'm professional staff, not an officer. I also want to mention the folks from Canary reached out to us last year and partnered with us to provide every employee a canary device as they attended our National Night Out event.

I still think Ring is a great product and know neighborhood watch people who are using it. I will give you a call to see where you want to go from here.

Best,

Angela

*Angela Gaines*

*Police Community Relations Specialist*

*Chula Vista Police Department*

*315 Fourth Ave. Chula Vista, CA 91910*

*619 691-5187 c. 619 726-1190*

*againes@chulavistapd.org*

*Off every other Monday*

Follow CV Neighborhood Watch on Face Book at:

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"Your own safety is at stake when your neighbor's house is ablaze." Horace

Have you heard about [nextdoor.com](https://nextdoor.com)? It's the modern online way to connect neighbors or start a Neighborhood Watch!

**From:** Barry Parker [mailto:[barry.parker@ring.com](mailto:barry.parker@ring.com)]

**Sent:** Thursday, March 15, 2018 8:29 AM

**To:** Angela Gaines <[AGaines@chulavistapd.org](mailto:AGaines@chulavistapd.org)>

**Subject:** Ring Flyer for Law Enforcement

Hi Officer Gaines,

I hope you and the Chula Vista Police Department are having a great week. I have attached a flyer for the Chula Vista Police Department with your Departments \$50 promo code for [ring.com](http://ring.com).

Let me know if you are available for a quick phone call this week I would like to follow up with sending you a Video Doorbell.

Talk to you soon.

Thanks,

Barry

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**Attachments:** \$50flyer.pdf

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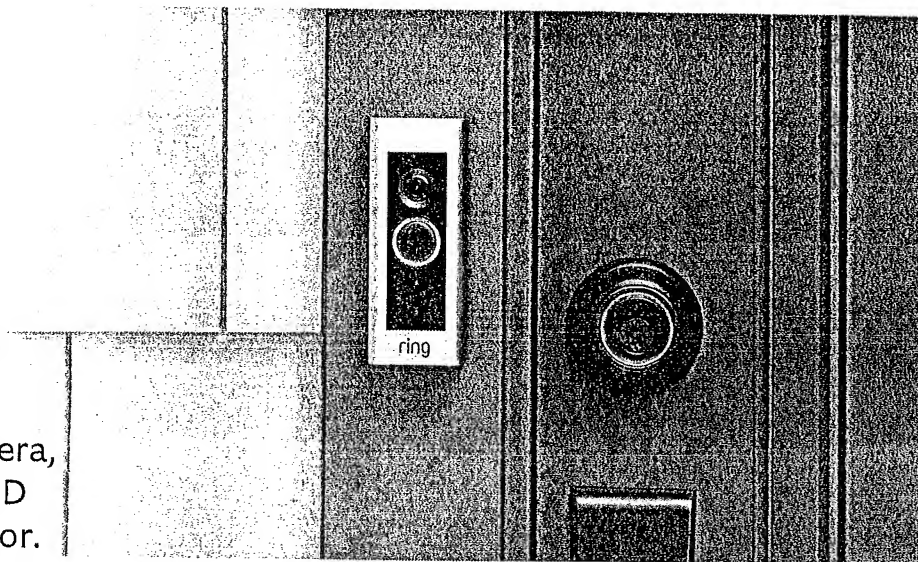
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Save \$50 on Ring  
and Stop Crime in  
its tracks.

With Ring, you're  
Always Home.

With a motion-activated camera,  
two-way audio and brilliant HD  
video, you'll never miss a visitor.



### Ring Home Security Products



#### Video Doorbell 2

Normally \$199  
Price w/ promo \$149

Rechargeable battery  
pack and convenience  
that works on any home.

#### Features

Motion Detection  
1080p HD Video  
Night Vision  
Rechargeable Battery Pack  
Easy Install

#### Warranty

1 year on parts  
Lifetime purchase protection



#### Video Doorbell Pro

Normally \$249  
Price w/ promo \$199

Ultra slim design with  
advanced features.  
Requires an existing  
hardwired doorbell.

#### Features

Advanced Motion Detection  
1080p HD Video  
Night Vision  
Optional Cloud Recording  
Live View/ Video on Demand

#### Warranty

1 year on parts  
Lifetime purchase protection



#### Floodlight Cam

Normally \$249  
Price w/ promo \$199

HD security camera with  
floodlights and a siren  
alarm.

#### Features

Advanced Motion Detection  
1080p HD Video  
Two-way talk  
110 Decibel Siren Alarm  
Two 3k Lumen LED Floodlights

#### Warranty

1 year on parts  
Lifetime purchase protection



#### Spotlight Cam Wired

Normally \$199  
Price w/ promo \$149

HD camera with two-way  
talk and spotlights,  
plugged-in for non-stop  
power and security.

#### Features

Advanced Motion Detection  
1080p HD Video  
Night Vision  
Optional Cloud Recording  
Easy Install

#### Warranty

1 year on parts  
Lifetime purchase protection



#### Spotlight Cam Solar

Normally \$229  
Price w/ promo \$179

HD camera with two-way  
talk and spotlights,  
connected to a Solar  
Panel for non-stop power.

#### Features

Motion Detection 1080p HD  
Video  
Solar Panel Included  
110 Decibel Siren Alarm LED  
Spotlight Strips

#### Warranty

1 year on parts  
Lifetime purchase protection



#### Ring Video Doorbell

Normally \$179  
Price w/ promo \$129

Rechargeable doorbell and  
convenience that works on  
any home



#### Spotlight Cam Battery

Normally \$199  
Price w/ promo \$149

HD security camera with  
two-way audio, LED  
spotlights and a siren  
alarm.



#### Spotlight Cam Mount

Normally \$199  
Price w/ promo \$149

HD security camera with  
two-way audio, LED  
spotlights and a siren  
alarm.

### Details

Please use code **46chulavistapd** and your  
department email address to save \$50 per  
device during checkout on Ring.com

Questions? [barry.parker@ring.com](mailto:barry.parker@ring.com)

Always Home.

SPECIAL OFFER FOR

**Chula Vista Police Department**

GET \$50 OFF AT RING.COM USING

PROMO CODE: **46chulavistapd**

## Tamisha Woods

---

**From:** Barry Parker <barry.parker@ring.com>  
**Sent:** Friday, March 09, 2018 10:36 AM  
**To:** Angela Gaines  
**Subject:** Ring Loves Law Enforcement

Hi Officer Gaines,

I wanted to set up the Chula Vista Police Department with a \$50 promo code. I'm sure we'll make a lot of people happy and safe by using your department's code **46chulavista**. Make sure you are also using your department's email address [@chulavistapd.org](mailto:@chulavistapd.org). Here's a brief overview of the initiative that you can forward to your department. I have summarized the important points and have details further down.

### Summary

- Everyone in your agency will get a discount for \$50 off per device!
- You must purchase the device from Ring using your specific work email address -- [@chulavistapd.org](mailto:@chulavistapd.org)
- The discount is for law enforcement only so please restrict further distribution of this promotional offer. The promotional offer is only available while supplies last.
- Here's your code! **46chulavista**

Use the link [ring.com](http://ring.com)

### Ring Loves Law Enforcement

Over the past year, we've been working closely with law enforcement departments and individuals like yourself. The combination of Ring + law enforcement has proven to reduce crime in neighborhoods, however, none of this would've been possible without people like you that truly believe in our product.

Now, we want to thank you by offering everyone in your station the opportunity to get Ring at a heavily discounted price. By using the promo code: **46chulavista** you and your law enforcement colleagues can get \$50 off Ring Video Doorbells and Security Cams.

Thanks,  
Barry

Barry Parker, Neighborhoods Marketing Rep

ring

1523 26th St  
Santa Monica, CA 90404

[barry.parker@ring.com](mailto:barry.parker@ring.com)  
(855) 688-7756 Ext. 46

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)  
Shark Tank: [Shark Tank's Biggest Company \(password: ring\)](#)  
LA Times: [Ring modernized the doorbell, then went to war against crime](#)  
USA Today: [Police say crime drops with video doorbell](#)



## Tamisha Woods

---

**From:** Barry Parker <barry.parker@ring.com>  
**Sent:** Monday, March 05, 2018 8:47 AM  
**To:** Angela Gaines  
**Subject:** Ring Law Enforcement Initiative

Hello Officer Gaines,

I'm Barry and I work on the Neighborhoods Team here at Ring, the Video Doorbell Company ([ring.com](http://ring.com)). I am the Outreach Coordinator for the Pacific region and I work closely with a lot of Law Enforcement in your area. I recently came across this News clip of an uptick in home break-ins in Chula Vista.

<http://fox5sandiego.com/2018/03/02/shoelaces-may-be-the-key-to-cracking-rash-of-chula-vista-break-ins/>

As an extension of Ring's Neighborhoods Initiative, I'm reaching out to share an offer to all public safety agencies that actively participate in either Crime Prevention or Community Policing.

Over the last year and a half, we've been partnering with law enforcement agencies and community crime prevention groups across the country and together we have had great success in reducing crime in neighborhoods. To advance our mission, we'd like to donate one of our Video Doorbells to your department to provide your team some firsthand experience with our tech hardware and our brand new Police/Neighborhoods Portal.

Here's a snapshot of our Neighborhoods Program-

### Ring and Law Enforcement

- Wilshire Park Pilot Program

### What we can do for you!

- \$50 discount on all Ring devices for the Department.
- \$25 discount on all Ring devices for your community.
- Free Ring Video Doorbell for personal or Department use.

### Neighborhoods Feature in the free Ring app

Have your Community and Neighbors join the digital Neighborhood Watch at your fingertips. Ring will keep you up-to-date with crime and safety alerts from your neighbors. You do not need a Ring device in order to download the app and join the Neighborhoods feature to have alerts sent to your smartphone.

### Neighborhoods Portal For Law Enforcement

The Neighborhoods Portal is a web-based portal that allows your agency to connect with community members, share relevant public safety notices, have conversations and quickly request and receive video valuable for proactive crime measures and investigations. Videos can also be shared among agencies to support information sharing. It's absolutely free to your agency as well as all members of your community.

I appreciate the time and consideration and look forward to the opportunity to assist you and the department in your fight against residential crime!

Kind regards,  
Barry



Barry Parker, Neighborhoods Marketing Rep



1523 26th St  
Santa Monica, CA 90404

[barry.parker@ring.com](mailto:barry.parker@ring.com)  
(855) 688-7756 Ext. 46

LAPD Crime Study: Ring Partners with LAPD to Reduce Crime in Wilshire Park

Shark Tank: Shark Tank's Biggest Company (password: ring)

LA Times: Ring modernized the doorbell, then went to war against crime

USA Today: Police say crime drops with video doorbell

**Tamisha Woods**

---

**From:** Grayson Crickman <grayson.crickman@ring.com>  
**Sent:** Thursday, November 02, 2017 7:51 AM  
**Subject:** Read: RE: Evaluation of Ring Burglary Reduction

Your message

To: [grayson.crickman@ring.com](mailto:grayson.crickman@ring.com)  
Subject:

was read on 11/2/2017 7:50 AM

## Tamisha Woods

---

**From:** Karin Schmerler <[kschmerler@chulavistapd.org](mailto:kschmerler@chulavistapd.org)>  
**Sent:** Wednesday, November 01, 2017 5:04 PM  
**To:** 'Grayson Crickman'  
**Subject:** RE: Evaluation of Ring Burglary Reduction

Thanks, Grayson.

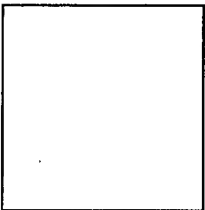
**From:** Grayson Crickman [<mailto:grayson.crickman@ring.com>]  
**Sent:** Wednesday, November 01, 2017 4:27 PM  
**To:** Karin Schmerler <[kschmerler@chulavistapd.org](mailto:kschmerler@chulavistapd.org)>  
**Subject:** Re: Evaluation of Ring Burglary Reduction

Hi Karin,

Here is a good article to check out <http://abc7.com/news/lapd-pilot-program-uses-smartphone-app-to-reduce-burglaries/1262052/>. I'll ask around and see if I can find anything more specific if you need something else.

Best,

Grayson Crickman  
Neighborhoods Marketing Representative



1523 26th St  
Santa Monica, CA 90404  
855-688-7756 Ext 51  
[grayson.crickman@ring.com](mailto:grayson.crickman@ring.com)

LA Times: [Ring modernized the doorbell, then went to war against crime](#)  
USA Today: [Police say crime drops with video doorbell](#)  
LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)  
Shark Tank: [Ring's Predecessor Doorbot on Shark Tank](#) (password: doorbot)

On Wed, Nov 1, 2017 at 3:25 PM, Karin Schmerler <[kschmerler@chulavistapd.org](mailto:kschmerler@chulavistapd.org)> wrote:

Hi Grayson:

We met at the California Crime Prevention Officers Association meeting in mid-September. I'm writing to follow up on a study you mentioned that showed a reduction in burglaries in an area where 1 in 10 homes had Ring.

Not sure I have that exactly right, but could you forward that type of study or any other impact information you have on Ring to me?

Karin Schmerler

Senior Public Safety Analyst  
Chula Vista Police Department  
315 Fourth Avenue  
Chula Vista, CA 91910  
619-409-5410  
kschmerler@chulavistapd.org  
www.chulavistapd.org

## Tamisha Woods

---

**From:** Grayson Crickman <grayson.crickman@ring.com>  
**Sent:** Wednesday, November 01, 2017 4:27 PM  
**To:** Karin Schmerler  
**Subject:** Re: Evaluation of Ring Burglary Reduction

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Best,

Grayson Crickman  
Neighborhoods Marketing Representative



1523 26th St  
Santa Monica, CA 90404  
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Karin Schmerler  
Senior Public Safety Analyst  
Chula Vista Police Department  
[315 Fourth Avenue](#)  
[Chula Vista, CA 91910](#)  
[619-409-5410](#)  
[kschmerler@chulavistapd.org](mailto:kschmerler@chulavistapd.org)  
[www.chulavistapd.org](http://www.chulavistapd.org)

**Tamisha Woods**

---

**From:** Grayson Crickman <grayson.crickman@ring.com>  
**Sent:** Wednesday, November 01, 2017 3:59 PM  
**Subject:** Read: Evaluation of Ring Burglary Reduction

Your message

To: [grayson.crickman@ring.com](mailto:grayson.crickman@ring.com)  
Subject:

was read on 11/1/2017 3:58 PM

## Tamisha Woods

---

**From:** Karin Schmerler <[kschmerler@chulavistapd.org](mailto:kschmerler@chulavistapd.org)>  
**Sent:** Wednesday, November 01, 2017 3:26 PM  
**To:** [grayson.crickman@ring.com](mailto:grayson.crickman@ring.com)  
**Subject:** Evaluation of Ring Burglary Reduction

Hi Grayson:

We met at the California Crime Prevention Officers Association meeting in mid-September. I'm writing to follow up on a study you mentioned that showed a reduction in burglaries in an area where 1 in 10 homes had Ring.

Not sure I have that exactly right, but could you forward that type of study or any other impact information you have on Ring to me?

Karin Schmerler

Senior Public Safety Analyst

Chula Vista Police Department

315 Fourth Avenue

Chula Vista, CA 91910

619-409-5410

[kschmerler@chulavistapd.org](mailto:kschmerler@chulavistapd.org)

[www.chulavistapd.org](http://www.chulavistapd.org)

## Tamisha Woods

---

**From:** Maria Herron Perez <MHerronPerez@chulavistapd.org> on behalf of Alarms <alarms@chulavistapd.org>  
**Sent:** Monday, March 18, 2019 10:07 AM  
**To:** Alarm Resolution Team  
**Subject:** RE: Recent Alarm Event

Good Morning,

You are very welcome.

Thank you,  
City of Chula Vista Alarm Program

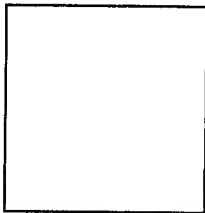
**From:** Alarm Resolution Team <falsealarms@ring.com>  
**Sent:** Monday, March 18, 2019 8:54 AM  
**To:** Alarms <alarms@chulavistapd.org>  
**Subject:** Re: Recent Alarm Event

Good Morning,

Thank you very much! :)

Regards,

Alarm Resolution Team



1200 Atwater Drive, Suite 225  
Malvern, PA 19355

[falsealarms@ring.com](mailto:falsealarms@ring.com)

LA Times: [Ring modernized the doorbell, then went to war against crime](#) USA Today: [Police say crime drops with video doorbell](#)

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)

Shark Tank: [Ring's Predecessor Doorbot on Shark Tank](#) (password: doorbot)

On Mon, Mar 18, 2019 at 11:39 AM Alarms <[alarms@chulavistapd.org](mailto:alarms@chulavistapd.org)> wrote:

Good Morning,



The call has been waived.

Thank you,

City of Chula Vista Alarm Program

**From:** Alarm Resolution Team <[falsealarms@ring.com](mailto:falsealarms@ring.com)>

**Sent:** Thursday, March 14, 2019 10:17 AM

**To:** Alarms <[alarms@chulavistapd.org](mailto:alarms@chulavistapd.org)>

**Subject:** Re: Recent Alarm Event

Good Morning,

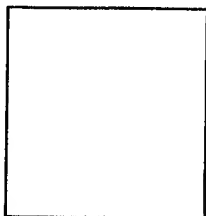
Please see attached to reference the Monday e-mail.

At this time, it would appear that [REDACTED] made an attempt to cancel when he answered the phone, but due to a technical glitch, his verbal password came up wrong in the Monitoring System's database, and they marked this invalid. He then attempted disarming in the app, but the dispatch request had already been made.

I've ensured these issues have been corrected now, and there should be no further issues of this ilk from his system.

Let me know if you have any questions or concerns.

Alarm Resolution Team



1200 Atwater Drive, Suite 225

Malvern, PA 19355

[falsealarms@ring.com](mailto:falsealarms@ring.com)

LA Times: [Ring modernized the doorbell, then went to war against crime](#) USA Today: [Police say crime drops with video doorbell](#)

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)

Shark Tank: [Ring's Predecessor Doorbot on Shark Tank](#) (password: doorbot)

On Thu, Mar 14, 2019 at 12:02 PM Alarms <[alarms@chulavistapd.org](mailto:alarms@chulavistapd.org)> wrote:

Good Morning,

I do not see an email from Monday. Who's end was at fault, the monitor center or [REDACTED]

Thank you,

City of Chula Vista Alarm Program

**From:** Alarm Resolution Team <[falsealarms@ring.com](mailto:falsealarms@ring.com)>  
**Sent:** Wednesday, March 13, 2019 9:08 AM  
**To:** Alarms <[alarms@chulavistapd.org](mailto:alarms@chulavistapd.org)>  
**Subject:** Re: Recent Alarm Event

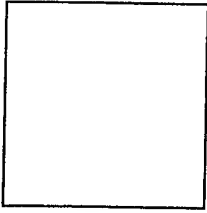
Good Morning,

I just wanted to follow up regarding my e-mail from Monday.

Please let me know if we are still able to get the appeal accomplished where the fee may be waived for [REDACTED]  
[REDACTED]

Thank you!

Alarm Resolution Team



1200 Atwater Drive, Suite 225

Malvern, PA 19355

[falsealarms@ring.com](mailto:falsealarms@ring.com)

LA Times: [Ring modernized the doorbell, then went to war against crime](#) USA Today: [Police say crime drops with video doorbell](#)

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)

Shark Tank: [Ring's Predecessor Doorbot on Shark Tank](#) (password: doorbot)

On Mon, Mar 11, 2019 at 3:34 PM Alarm Resolution Team <[falsealarms@ring.com](mailto:falsealarms@ring.com)> wrote:

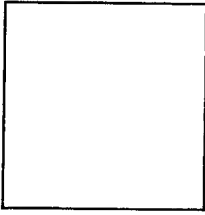
To Whom it May Concern:

I'm reaching out on behalf of the attached fine on behalf of the constituent, [REDACTED] Is it still possible to file an appeal to have this fine waived?

Please advise. With regards to this event, this person had attempted to cancel on the call with our Monitoring Center, but due to some lack of information, may not have properly been able to have the dispatch cancelled.

Thank you in advance for your assistance in this matter!

Alarm Resolution Team



1200 Atwater Drive, Suite 225

Malvern, PA 19355

[falsealarms@ring.com](mailto:falsealarms@ring.com)

LA Times: [Ring modernized the doorbell, then went to war against crime](#) USA Today: [Police say crime drops with video doorbell](#)

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)

Shark Tank: [Ring's Predecessor Doorbot on Shark Tank](#) (password: doorbot)

----- Forwarded message -----

From: [REDACTED]  
Date: Mon, Mar 11, 2019 at 12:21 PM  
Subject: Re: Recent Alarm Event  
To: Alarm Resolution Team <[falsealarms@ring.com](mailto:falsealarms@ring.com)>

Hello,

Please see attached, the contact email address is located near the bottom of the page. Please let me know if anything else is needed.

Thanks,

[REDACTED]

On Mon, Mar 11, 2019 at 5:08 AM Alarm Resolution Team <[falsealarms@ring.com](mailto:falsealarms@ring.com)> wrote:

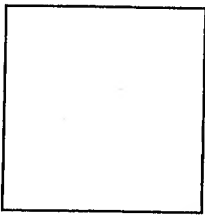
[REDACTED]

Apologies for the delayed response!

We would like to store the fine for our records. Please send over when you can. If you could also provide the e-mail address that sent that information, we will look into contacting them ASAP to get this fee waived.

Let us know. Thanks!

Alarm Resolution Team



1200 Atwater Drive, Suite 225

Malvern, PA 19355

[falsealarms@ring.com](mailto:falsealarms@ring.com)

LA Times: [Ring modernized the doorbell, then went to war against crime](#) USA Today: [Police say crime drops with video doorbell](#)

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)

Shark Tank: [Ring's Predecessor Doorbot on Shark Tank](#) (password: doorbot)

On Fri, Mar 8, 2019 at 4:03 PM [REDACTED] wrote:

Hello,

Yes, I will have to scan it and email it later today I am not sure the letter itself states at all what they are looking for, as it only has the appeal contact information on it. The instructions sent to me from the city to get the fee waived were in an email, here is an exact copy of the rel event text:

"a letter from your alarm company on their letterhead stating that the alarm was cancelled prior to Officers being dispatched would suffice."

Let me know if you still need me to scan and send the fine, or if the above text is good enough, thanks.

[REDACTED]

On Fri, Mar 8, 2019 at 12:59 PM Alarm Resolution Team <[falsealarms@ring.com](mailto:falsealarms@ring.com)> wrote:

[REDACTED]

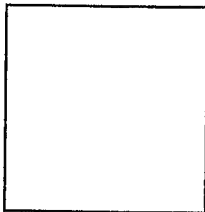
Reaching out regarding an escalated call in which you received a fine for a recent Alarm Event.

Could you please provide a copy of the fine from your jurisdiction? Once we can see exactly what they are looking for in terms of a letter, we will look to reach out and get this waived ASAP.

Let me know if you have any questions.

Kind Regards,

Alarm Resolution Team



1200 Atwater Drive, Suite 225

Malvern, PA 19355

[falsealarms@ring.com](mailto:falsealarms@ring.com)

LA Times: Ring modernized the doorbell, then went to war against crime USA Today: Police say crime drops with video doorbell

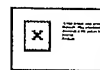
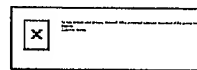
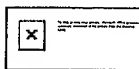
LAPD Crime Study: Ring Partners with LAPD to Reduce Crime in Wilshire Park

Shark Tank: Ring's Predecessor Doorbot on Shark Tank (password: doorbot)

Tamisha Woods

---

From: Ring Team <news@ring.com>  
Sent: Thursday, March 07, 2019 3:15 PM  
To: [REDACTED]@chulavistapd.org  
Subject: [REDACTED] has shared a Ring Video with you



[REDACTED] has shared a Ring video with you!



Watch Now

This video was captured by my Ring Video Doorbell Pro.




Ultra slim design with advanced features  
and 4 interchangeable faceplates.  
Requires an existing hardwired doorbell.

[Learn More >](#)





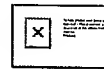
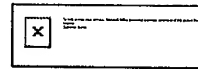
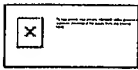
© 2018 Ring LLC 1523 26th St. Santa Monica, CA 90404  
[Unsubscribe](#) | [Privacy Notice](#) | [Support](#) | [Terms of Service](#)



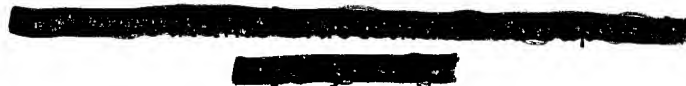
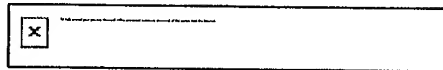
Tamisha Woods

---

From: Ring Team <news@ring.com>  
Sent: Thursday, March 07, 2019 3:05 PM  
To: [REDACTED]@chulavistapd.org  
Subject: [REDACTED] has shared a Ring Video with you

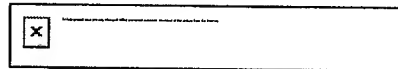


[REDACTED] has shared a Ring video with you!



[Watch Now](#)

This video was captured by my Ring  
Video Doorbell Pro.



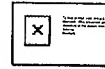
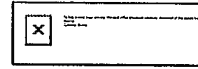
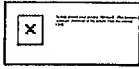
Ultra slim design with advanced features  
and 4 interchangeable faceplates.  
Requires an existing hardwired doorbell.

[Learn More >](#)



Tamisha Woods

From: Ring Team <news@ring.com>  
Sent: Thursday, March 07, 2019 2:57 PM  
To: [REDACTED]@chulavistapd.org  
Subject: [REDACTED] has shared a Ring Video with you



[REDACTED] has shared a Ring video with you!



Watch Now



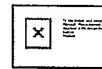
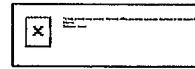
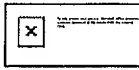
© 2018 Ring LLC 1523 26th St. Santa Monica, CA 90404  
[Unsubscribe](#) | [Privacy Notice](#) | [Support](#) | [Terms of Service](#)



Tamisha Woods

---

**From:** Ring Team <news@ring.com>  
**Sent:** Thursday, March 07, 2019 2:56 PM  
**To:** [REDACTED]@chulavistapd.org  
**Subject:** [REDACTED] has shared a Ring Video with you



[REDACTED] has shared a Ring video with you!



This video was captured by my Ring  
Video Doorbell Pro.

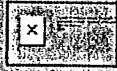


Ultra slim design with advanced features  
and 4 interchangeable faceplates.  
Requires an existing hardwired doorbell.

[Learn More >](#)



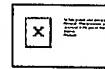
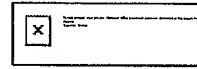
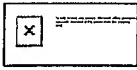
© 2018 Ring LLC 1523 26th St. Santa Monica, CA 90404  
[Unsubscribe](#) | [Privacy Notice](#) | [Support](#) | [Terms of Service](#)



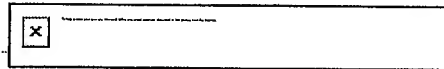
Tamisha Woods

---

From: Ring Team <news@ring.com>  
Sent: Thursday, March 07, 2019 2:11 PM  
To: [REDACTED]@chulavistapd.org  
Subject: [REDACTED] has shared a Ring Video with you



[REDACTED] has shared a Ring video with you!



This video was captured by my Ring  
Video Doorbell Pro.



Ultra slim design with advanced features  
and 4 interchangeable faceplates.  
Requires an existing hardwired doorbell.

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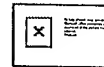
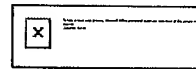
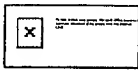




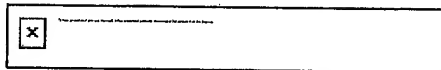
Tamisha Woods

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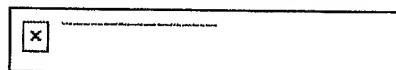
From: Ring Team <news@ring.com>  
Sent: Thursday, March 07, 2019 2:09 PM  
To: [REDACTED]@chulavistapd.org  
Subject: [REDACTED] has shared a Ring Video with you



[REDACTED] has shared a Ring video with you!



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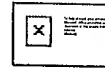
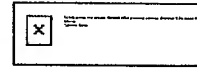
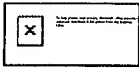
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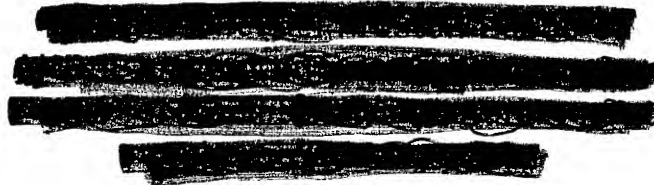
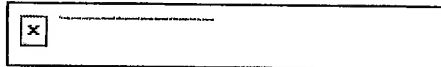
Tamisha Woods

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**From:** Ring Team <news@ring.com>  
**Sent:** Thursday, March 07, 2019 1:52 PM  
**To:** [REDACTED]@chulavistapd.org  
**Subject:** [REDACTED] has shared a Ring Video with you



[REDACTED] has shared a Ring video with you!



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**Tamisha Woods**

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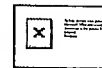
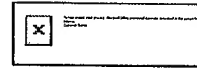
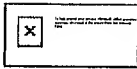
**From:** [REDACTED]@chulavistapd.org>  
**Sent:** Monday, October 02, 2017 11:50 PM  
**To:** Ring Team  
**Subject:** RE: [REDACTED] shared a Ring Video with you

Thank you for sending me the video

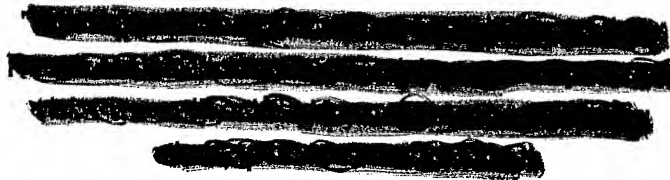
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**From:** Ring Team [news@ring.com]  
**Sent:** Monday, October 02, 2017 8:01 PM  
**To:** [REDACTED]  
**Subject:** [REDACTED] has shared a Ring Video with you

Check out the video now.



[REDACTED] has shared a Ring video with  
you!



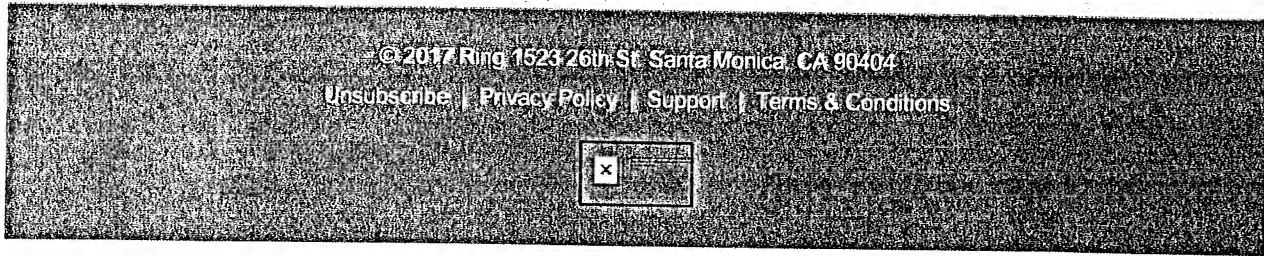
**Watch Now**

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See, hear and speak with visitors from  
anywhere in the world.

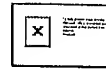
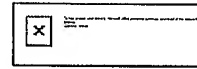
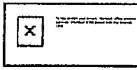
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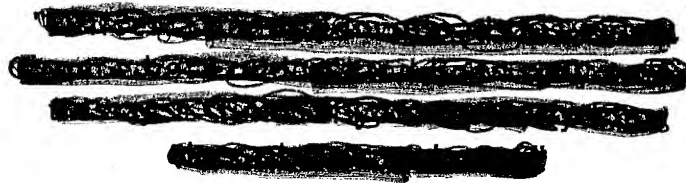
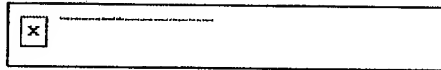
Tamisha Woods

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From: Ring Team <news@ring.com>  
Sent: Monday, October 02, 2017 8:02 PM  
To: [REDACTED]  
Subject: [REDACTED] has shared a Ring Video with you



[REDACTED] has shared a Ring video with you!



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